

 THE
INTERNATIONAL
STUDENT
FILM FESTIVAL



The 14th International Student Film Festival

Tel Aviv
2012

TEL AVIV 02-09/06/12

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Summary Report

The 14th International Student Film Festival Tel Aviv

The 14th International Student Film Festival took place on June 2nd-9th 2012 in Tel Aviv Cinemateque.

As one of the biggest and most important in its field, the Festival, now in its 26th year, sets its goal to portray a vast portrait of current international student films.

The core of the Festival was, as always, the **International Competition** featuring 115 short student films from 70 film schools and 45 countries and regions. 95 students arrived to Israel for the festival, as well as 25 lecturers of film studies from major international film schools (all from CILECT institutes, including CILECT's leading personas - Prof. Dr. Maria Dora Murão, Prof. Dr. Stanislav Semerdjiev, and lecturers from DFFB, La Femis and other major institutes) 10 international jury members and 10 more guests of honor - a record breaking amount of international guests.

Alongside the International Competition, an **Israeli competition** was held, the largest and most important in Israel, as well as a **New Media Conference**, an **International Colloquium**, 21 Master Classes by film creators from the top of the international film industry and many more events, special screenings and social gatherings.

The 14th edition decided to put the spotlight on the social aspect of film, creating several frameworks examining and demonstrating what we called "Social Vision" – the way film and society influence each other. Among other projects, the social vision included – "**The Student Bus**" project – a cinematic journey of one week around Israeli peripheral areas, "**Social Vision**" – screening of social oriented films in an open – free to the public micro cinema "Beit Ha'Am", and the **Mediterranean Spotlight** of the International Competition.

The 14th Festival was produced with the generous aid of numerous foundations, institutions and private donors, and above all – the TAU Film & TV Department, its lecturers, heads of departments and a vast amount of volunteering students, dedicated for the goal of creating yet another wonderful Festival.



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The International Competition

The 14th festival screened 115 short student films from 70 film schools around the world. We put a lot of effort on the lecturing process, and do believe we've managed to collect a diverse collection of high quality and most interesting films from the past two years. All screenings were an Israeli premiere, the only chance for Israeli audience to watch those films, as well as for most of our International guests. **Most films were chosen from film schools of CILECT.**

The 115 films were divided to 24 two-hour programs, and a group of 9 jury members decided on the winners in 9 different categories.

For the first time, the International Competition had a special "**Mediterranean and Middle East countries Spotlight**", featuring four programs of 18 films from the Mediterranean and Middle East countries, showcasing short films from Afghanistan, the Palestinian Authority, Greece, Turkey, Spain, Israel, Italy, France, Morocco and Iran. The films, all bearing social and personal statements, were screened alongside each other, in a program created with the intention of bridging national and political gaps, and the hopes of generating mutual discourse and dialogue amongst young students who work and create in neighboring countries and whose craft is universal.

Also, The International Competition allowed this year for the first time, for a film to be accepted to the formal competition, not by regular process (being chosen and sent by the film school and then being pre-selected by the Festival lecturing process), but to be sent independently by the student to an online competition – "**The Alternative Competition**". The competition, titled "Under the Radar", attracted 50 films from all around the world which were submitted to the Festival's official Facebook page, as well as hundreds of views and votes. "**Iran In Transit**", a short documentary directed by Ghazaleh Golbakhsh shot in Iran and New Zealand, was chosen as the winner, and had participated in the official International Competition in Tel Aviv.

The winners of the different categories:

1. **Best Film:** "My Bow Breathing" - Director: Enrico Maria Artale, Centro Sperimentale di Cinematografia, Rome, Italy. 11 min
2. **Best Documentary Film:** "Inside a Square Circle" - Director: Valeriy Shevchenko, Russian State University of Cinematography, Moscow, Russia. 17 min
3. **Best Animation Film:** "My Strange Grandfather" - Director: Dina Velikovskaya, Russian State University of Cinematography, Moscow, Russia. 9 min
4. **Best Director:** "Guañape Sur" - Director: Janos Richter, ZeLIG School, Bolzano, Italy. 23 min
5. **Best Screenplay:** "Staring Match" - Director: Orit Fouks, the Sam Spiegel Film & Television School, Jerusalem, Israel. 19 min
6. **Best Cinematography:** "Tuba Atlantic" - Director: Hallvar Witzø, The Norwegian Film School, Lillehammer, Norway. 25 min
7. **Best Film - Mediterranean and Middle East Spotlight:** "How I Killed Rabin" - Director:



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- Michael Alalo, the Sam Spiegel Film & Television School, Jerusalem, Israel. 18 min
8. **Best Film - Mediterranean and Middle East Spotlight:** "A Portrait from Sheikh Jarrah" - Director: Rebekah Wingert-Jabi, The Palestinian Authority. 9 min
 9. **International Competition Special Mention:** "The Letter" - Director: Kenneth Mercken, RITS School of Arts, Brussels, Belgium. 15 min

The Jury members:

1. **Ari Folman** / Israel - Chairman of the Jury (Director, Screenwriter and Producer - *Made in Israel* – two Israeli Academy prizes, *Waltz with Bashir*, Golden Globe winner and Oscar Nominated)
2. **Frédéric Boyer** / France (Artistic Director of the *Tribeca Film Festival* and of the *Les Arcs European Film Festival*)
3. **Mark Berger** / United States (Adjunct Professor of Film Studies at UC Berkeley, a supervising rerecording sound mixer and sound editor, winner of four Academy Awards for Best Sound - *Apocalypse Now*, *The Right Stuff*, *Amadeus* and *The English Patient*)
4. **Urszula Antoniak** / Poland (Director - *Nothing Personal*, 8 awards winner, including Best First Feature, and FIPRESCI Prize at the Locarno Film Festival and Netherlands Film, *Code Blue*, Cannes' Director's Fortnight)
5. **Norma Guevara** / France (Program Director of the first and most important International *Women's Film Festival in Creteil*)
6. **Avi Mograbi** / Israel (Director, screenwriter and a video artist, *Yom Huledet Same'ach Mar Mograbi* winner of the Outstanding Author Award in the DocAviv Festival, *Avenge But One of My Two Eyes* (2005) that was presented at Cannes Festival, won the Judges Award at Marseille Festival and Amnesty Award at Rotterdam Festival)
7. **Jovan Marjanovic** / Bosnia and Herzegovina (General manager of the *Sarajevo Film Festival* for the Eastern Europe Cinema and an advisor to the Torino Film Lab)
8. **Benedek Fliegauf** / Hungary (Director, writer, producer and sound designer. *Dealer* - received more than 20 awards, including the FIPRESCI award, *Just the Wind* - received the Jury Grand Prize at the Berlin Festival, the Peace Film Award and the Amnesty International Award)
9. **Stefan Ruzowitzky** / Austria (Director, screenwriter, *The Inheritors* - won over thirty international awards and was named the New York Film Festival's 'Official Selection, *The Counterfeiters*, Oscar for Best Foreign Language Film)

The Jury of the "Mediterranean and Middle East Spotlight":

1. **Tawfik Abu Wael** / Israel (Director - *Diary of a Male Whore* - Jerusalem, Qatar and Beirut Film Festivals. *Atash – Thirst* - premiered at Cannes and won the prestigious FIPRESCI award and Israeli Voljin Award)
2. **Sébastien Aubert** / France (Distributor, producer and co-founder of Ad Astra Films)
3. **Maya Amsellem** / Israel (Co-founder and a partner at the international sales and feature film financing company WestEnd Films)



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The Israeli Competition

The Israeli Competition presented a selection of 38 films, the largest ever, coming from 14 different film schools around Israel. With the rise and success of the Israeli cinema, feature films – fiction as well as documentaries, in festivals around the world, we witness a similar rise in Israeli student films. The Israeli Competition showcased student films previously participated in Sundance, Cannes' Tribeca, Berlinale and other major international film festivals, as well as several films world premiering in the Tel Aviv Festival.

The diversity that characterizes Israeli society was reflected in the different themes – from religious issues to Israeli-Palestinian conflict, from immigrants' lives in the Negev to Tel Aviv youngsters. The 38 films were screened in 8 two-hour programs, and were judged by a group of 5 jury members, deciding on winners in 7 different categories.

The winners of the different categories:

1. **Best Film:** "Why Does the Sun" - Director: Efrat Kaufman, The Ma'ale School of Television, Film and the Arts, 25 min
2. **Best Documentary Film:** "Wedding Behind the Fence" -Directors: Eilon Kotler, Waje Kabha, Kibbutzim College, the department of Media & Film, 23 min
3. **Best Animation Film:** "Beat" - Director Or Bar-El, Bezalel Academy of Arts and Design, 8 min
4. **Best Screenplay:** "Salt of the Earth" - Director & Screenwriter: Roni Beeri, Sapir College, Cinema and Television arts department. 30 min
5. **The Yariv Mor Cinematography Award:** "Ketupa" - Director: Margarita Balaklav, Cinematographer: Yaniv Linton, the Sam Spiegel Film & Television School, Jerusalem. 20 min
6. **Best Editing:** "Sister of Mine" - Director: Oshrat Meirovitch, Editor: Yuval Orr, The Ma'ale School of Television, Film and the Arts, 24 min
7. **The New Israel Fund Award for the Promising of Social Change:** "Document of Identity" - Director: Maytal Ben Hamo, Kibbutzim College, the department of Media & Film, 36 min
8. **Audience Award:** "Apartment with Garden Entrance" - Director: Omri Shenhar, Tel-Aviv University, 25 min
9. **Israeli Competition Special Mention:** "Tateh" - Director: Yaniv Linton, the Sam Spiegel Film & Television School, Jerusalem, Israel. 25 min

The Jury members:

1. **Gila Almagor** / Israel – Chairwoman of the Jury (Actress, writer and novelist. *The House on Chelouche Street* - Oscar nominee, *Aviya's Summer*, *Life According to Agfa*, *Munich*, 47 awards and honors in Israel and worldwide, including two Lifetime Achievement awards)
2. **Federico Veiroj** / Uruguay (Director, Screenwriter. *Acné* - Cannes festival, nominated for the Goya award, and winner of nine prizes in several festivals. *A Useful Life* - Toronto



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International Film Festival, 12 awards in festivals all over the world)

3. **Karni Ziv** / Israel (Producer, Screenwriter. VP of Content at Israel's Channel Ten)
4. **Amnon Zalait** / Israel (Cinematographer. Amos Guttman's *Amazing Grace*, Shemi Zarchin's *Lelasede*, Moshe Mizrahi's *Women*, Eran Ricklis's *Vulcan Junction*).
5. **Hebe Tabachnik** / United States (Film Curator, Feature Film Iberoamerican Programmer for the *Los Angeles Film Festival (LAFF)* and *Palms Springs International Film Festival*, and the Short Film Programmer for LAFF)



"Why Does the Sun" / Israel

Israeli Competition Winner



"My Bow Breathing" / Italy

International Competition Winner



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Professional Master Classes

Hosting over 30 international guests, the Festival held 21 master classes with international guests, leaders of the Film & TV industry around the world. We find the master classes one of the most important elements of a student film festival, as we believe the **Festival is regarded as an inherent part of a filmmaker's long training process, a place and time to learn and study from the masters.**

Master Classes held by Guests of Honor:

○ **Paolo Sorrentino: What Is Your Genre?**

Mr. Sorrentino hosted a workshop titled– "What is your Genre?"; Talking about directing films, working with actors, choosing the location and even choosing your soundtrack.

Paolo Sorrentino - Italy's current reigning director and one of the world's most highly-regarded and path-breaking cinematic minds (*Consequences of Love, Il divo; This Must be the Place*).

○ **John G. Avildsen: Directing**

Academy Award-winning director for the timeless classics, Rocky and The Karate Kid conducted a Directing Workshop, over viewing his career and his directing methods.

John G. Avildsen - Oscar-winner director. *Joe*, starring Peter Boyle and a young Susan Sarandon, *Save the Tiger* - with Jack Lemmon in a role that earned Lemmon an Oscar. *Rocky* – *Oscar winner for Best Director and Best Picture*.

○ **Nick Fraser: Why Poverty?**

Mr. Fraser presented his massive project "Why Poverty?" – A social project using film and the new media platform in order to raise awareness around the world to global poverty.

Nick Fraser - Board member of 'Steps International' and head commission editor and creator of the "Why Poverty?" worldwide documentary series. Editor of BBC *Storyville* since it started in 1997.

○ **György Pálfi: Experimental element in film**

Pálfi, the undisputed master of alternative cinema conducted a riveting workshop on the subject of Experimental Elements in Film, and the way a budget can influence your creation.

György Pálfi - Film Director and Screenwriter, "*Taxidermia*" (screened in over forty



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international festivals), "*I Am Not Your Friend*", "*Ladies and Gentleman*" (premiered in the Berlinale and the Tel Aviv International Student Film Festival).

○ **Lancelot Oduwa Imasuen: Nollywood**

Mr. Imasuen conducted a 'sizzling' workshop on Nollywood - how to create a film and how to erect an entire film industry with virtually no budget or support from the state.

Lancelot Oduwa Imasuen - Award winning director and one of the pioneers of Nollywood cinema.

○ **Sinisa Dragin: Directing Actors**

The accomplished Romanian director whose new film, *If the Seed Doesn't Die*, was premiered in the course of the festival, conducted a 'Directing Actors' Workshop, during which Israeli actors performed a selected scene in front of an audience, guided by Dragin.

Sinisa Dragin – Director & Screenwriter – "*The Sorrow of Black and Gold*", "*Long Journey by Train*", "*Every day God kisses us on the mouth*" winner of several international awards, including the award for Best Film given to young filmmakers at the Rotterdam Festival.

○ **Razvan Radulescu: Real Time VS Dramaturgical Time**

Mr Radulescu conducted a master class on the subject of Cinematic Time versus Real Time, giving his overview of screenwriting and film directing.

Razvan Radulescu - Romanian screenwriter who has penned some of the most prominent, influential films of Romanian New Wave Cinema: "*The Death of Mr. Lazarescu*", "*4 Months, 3 Weeks and 2 Days*" (Winner of the Golden Palm at the Cannes Film Festival), and "*Tuesday, After Christmas*".

○ **Hagai Levy: How I Stopped Loving and Started Worrying About Psychology**

Creator of masterpiece TV series, "*In Therapy*" explored the madness phenomenon in therapy and its anthropological and psychological impact on various countries, as well as giving out his 10 commandments for the young film and TV creator.

Hagai Levy: Creator, co-producer and co-director of the acclaimed Israeli TV series "*Be'Tipul*" (2005), later adapted to the HBO's series "*In Treatment*" (2007). Levy Was also involved as a writer, director and producer in many TV series and TV drama such as *Short Stories about Love*, *101*, *Love around the Corner* and *Premiere*.



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○ **Gidi Raff: TV Formats**

Raff conducted the master class, Television Formats – How to create a television format and sell it to the international market.

Gidi Raff: Creator, writer and director of the Israeli series "*Prisoners of War*" and its hit US adaptation, "*Homeland*", whose second season is currently being filmed in Israel,

○ **Ram Leovy: War Crimes, Censorship and I**

Film and TV Director Ram Leovy held a master class talking about his ground breaking films, which dealt with Israeli-Palestinian conflict for the first time in Israeli TV.

Ram Leovy is a Film and TV Director, and an Adjunct Prof. Emeritus in the Tel-Aviv University Film and Television Department. Winner of the Israel Prize for Communications.

Master Classes held by Jury Members:

○ **Benedek Fliegauf: Directing**

Fliegauf conducted a Directing Workshop talking about his style of filmmaking, the influences that led his way, and the important tips for young filmmakers.

○ **Mark Berger: Soundtrack Design**

"Soundtrack Design" Workshop conducted by one of the world's most highly-esteemed soundtrack designers who is also the winner of four Academy Awards. A Second workshop was held in "BP" sound design studios with sound design students.

○ **Urszula Antoniak: Female Heroine in Modern Cinema**

Antoniak, who had been named one of the world's most promising female filmmakers, conducted a workshop on The Female Character in Contemporary Cinema.

○ **Stefan Ruzowitzky: Location Location Location**

Austrian director and Academy Award winner for Best Foreign Language Film for his movie, "*The Counterfeiters*", Ruzowitzky conducted a master class titled, Location, Location, Location – How to find the best locations for your film and make the very most out of them.



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Screenwriting Master Classes:

○ Scriptwriting Workshop: Television

Israeli drama; creators of two of the most successful Israeli dramas of recent years, *The Ran* and *Quadruplets* (Yariv Horowitz and Oren Yaakobi) and *The Gordin Cell* (Ron Leshem and Daniel Syrkin) conducted a particularly enlightening screenwriting for TV Drama workshop.

○ Scriptwriting Workshop: Horror

A "bloody", one-of-a-kind screenwriting workshop on a new, emerging genre in Israeli cinema – horror films. Featuring the creators of *Rabies*, Aharon Keshales & Navot Papushado and creators of *Cats on a Pedal Boat* – Yuval Mendleson, Nadav Hollander & Jonathan Bar-Ilan.

One on One Project:

The aim of "One on One" project is to give students and young directors fresh out of film school the opportunity to cross over from the student film world to the real industry while maintaining their personal voice.

This year twelve projects were chosen in Television, Feature film and Documentary genres. The accepted filmmakers received a series of custom designed meetings with key members of the Israeli industry. This was a unique opportunity to receive advice and professional feedback as well as practical solutions to any raised issues from top members of the Israeli Film and TV industry.

○ Ana Vinuela: "The Perfect Pitch"

Mrs Vinuela conducted a master class dealing with ways to improve and master the perfect pitch for your project, demonstrating and working with actual projects selected from the "One on One" participants.

Ana Vinuela A producer in the French film fund as well as a Head of Graduate Programs at Ina SUP (the School of Television and Media at the French National Audiovisual Institute) and a jury member in pitching events in festivals worldwide.

○ Michel Zana: "The French Connection"

Mr Zana conducted a master class dealing with short film distribution, focusing on the French market and the international festival circuit.

Michel Zana - A French producer and distributor specializing in Israel-French co-productions. (*The Band's Visit*, *Infiltration*)

The Student Film Bus – Film Festival On Tour



As part of the social theme of this year's festival and based on the faith in the power of cinema to inspire social change, we have decided to focus on a unique, first of its kind project – screening young and new cinema all over the country, to audiences not yet exposed to that kind of cinema, and as a contrast to commercial film being the only ones sometimes screened in those areas.

7 Europeans, 2 Americans (ALL from Cilect Film Schools) and 18 Israelis - **27 students participating in the Israeli and International Competitions** of the 14th Festival went on a one week tour around Israeli peripheral areas with the films they had

made. The students went on a bus equipped with a huge screen, a projector, and a sound system, stopped in a different city every evening, presenting their films to the local audience, as well as films from the festival's documentary series "Other Wise" and the Israeli-Palestinian project "Water", and other Israeli feature films. The films screened were adapted to the target audience, both in terms of the topics and of language and translation. After the screening, the viewers and students discussed the films and their themes.

Every town the bus stopped in – Degania, Umm al-Fahm, and Karmiel in the north, Lod and Srigim Li-on in the center of Israel, and Mitzpe Ramon and Dimona in the south - the students participated in different activities, including local tours and guest lectures of local artist and filmmakers with a social agenda. The whole tour was documented with the intention of internationally distributing it, as a source of inspiration for other projects dealing with the relationship between society and cinema.



We believe the project was a great success. The reactions and reviews from the local audiences were exciting and full of thrill. Some of the events had incidents such as children watching unfit films for their age, or people disturbed with a film's message, but all in all the project managed to fit the audience, expose the young talent to new crowd, and to create a true unprejudiced discourse.

We hope this project would become annual, and inspire similar projects around the world.

The project was supported and made possible with the generous assistance of: CILECT, Yehoshua Rabinowitz Foundation for the Arts, the New Israel Fund, United King Films, "Egged" and "Egged Heseim", the USA embassy in Israel, The Directors' Guild, Tel Aviv University Student Union, Eden Water and Pitussi Camera Services Ltd.



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The New Media Conference:

The New Media conference was held this year for the second time, on the heels of its tremendous success at the previous festival. The conference's goal was to present and discuss the **most recent technological developments which extend audio-visual creation and production far beyond the realms of traditional film and television**. The conference featured both Israeli and international, topnotch filmmakers and lecturers.

This conference addressed the aspects of creating New Media content as a primary platform – what are the advantages provided creators within this media and what are the tools and new formalist means of expression at their disposal - technological advances, the media's virality, interactive creations and web series. Moreover, the various lectures and panels provided answers to some of the most burning topics which the future generation of film and television makers is currently faced with; how can a filmmaker harness both the Internet and New Media for their creation and what are the tools at his disposal throughout all stages of production – from seeking out new sources of funding through to independent, online-marketing of the film and new avenues of distribution.

The Conference Content:

1. **"New Media as a First Platform" Lecture by:**

Arik Bernstein / Israel (leading producer in the Israeli film and TV industry, Producer of several award winning TV series, as well as New Media projects such as *Gaza - Sderot: Life in Spite of Everything* (2008), daily new media documentary series)

2. **"New Models for Distribution and Funding" Lecture by:**

Chris Horton / United States (Associate Director of Sundance Institute and head of the #ArtistServices program, which gives artists new tools for self-funding and global distribution).

3. **"New Trends and Technology Tools for New Media" Lecture by:**

Martin Sabag / Israel (co-founder and CEO of the HT Group – the biggest technology website in Israel which receives over 300,000 views a month).

4. **"The Technology in New Media" panel.**

Host - Nimrod Dweck / Israel (Co-Founder of Dice Marketing – an online marketing agency)

Darrin des Vignes / United Kingdom (Design & Technology consultant and creative director with

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Treite Labs and *MyndPlay* – the world's first mind controlled media platform - With EEG (Electroencephalography) and BCI (Brain–Computer Interface) Technology the user is able to influence, interact with and direct the plot and outcome of a video or movie using only his mind)

Eran Weissentern / Israel (application developer at PrimeSense - focuses on a primary sense, vision, to provide digital devices that have a three-dimensional perception of reality)

Tzahi Sofer / Israel (Co-Founder and CEO of attracTV, developer of the Vidget platform. which places video-related widgets on the screen, allowing viewers to click and engage in a host of different viral activities)

Shay Shaham / Israel (SeamBI's Israel - advertising technology innovator which works with cable networks and broadcasters, enabling brands to seamlessly integrate their product or message into existing television, film and Internet content)

5. "YouTube Playbook: The Small Secrets in YouTube's Interface That Will Help You Promote Your Content" Lecture by:

Rachel Lipschitz-Levy / Israel (expert on marketing and advertising at YouTube and Google)

6. "Turbulence" – Interactive film screening and Lecture by:

Prof. Nitzan Ben Shaul / Israel (Associate Professor of Film and TV Studies and a former acting chairman of the Film and TV Department at Tel Aviv University, Creator of "Turbulence" – the first Israeli Interactive Film)

7. "Plugged In: Using Emotions to Control Entertainment" Lecture by:

Gawain Morrison / Northern Ireland (head of the production company Filmtrip, which focuses on providing strong story concepts across multiple distribution platforms)

8. "Breaking Down Restrictions: How to Bring Interactivity Into Rigid Medias".

Julia Cramer / Germany (Head of TV Department at "Jung von Matt/Spree", a highly awarded agency for its creativity and effectiveness by festivals such as Cannes Lions International Advertising Festival and New York Festival. Cramer's work focuses on developing and realizing new media formats, including interactive film projects and webisodes)



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9. Israeli Web Content Panel:

Dori Adar / Israel (Manager at "Flix" website, web series creator and marketing consultant)

1.70 / Too Short for Modeling / Israel (Tal Rosenthal and Noam Sharon creators of YouTube channel "Too Short For Modeling, which hosted 10 sketches and thousands of views)

Idan Mor / Israel (standup artist creator of the viral persona "Gadi Wilcherski")

Daniel Ravner / Israel (Vice President of content for the new media and content company, The Box - created and developed contents and formats for TV companies in Israel and worldwide, as well as Internet content)

10. "Two Minutes or Less: Creating Comedy Series and Sketches for the Internets" Lecture by:

Amir Blumenfeld / United States (Senior writer for CollegeHumor - one of the oldest and most popular comedy websites in the world, with more than 15 million monthly users and over 100 million video views per month)

Jake Hurwitz / United States (Comedy writer for CollegeHumor).

11. "Why Videos Go Viral" Panel

Kevin Allocca / United States (Trends Manager at YouTube, one of YouTube's experts on the intersection of web video and global culture, and is often cited in the press on subjects of virality, popularity, and breaking news)

Arad Akikos / Israel (a new media and technology advisor and researcher, handles various companies and organizations worldwide, dealing with political and commercial campaigns)

Dr. Ronen Sadka / Israel (holds a PhD in the Philosophy of cognitive sciences and an M.Sc. in Zoology, with a Neuroscience specialty. In recent years, Dr. Sadka studies the perceptual, cognitive and emotional response of the movie spectator and teaches "film and cognition" in various academic institutions)

Regev Contes / Israel (filmmaker – "*The Worst Company In The World*". managed the creative side of the 2011 'Social Justice' campaign)

Barak Segal / Israel (Segal was awarded a scholarship for his seminar paper on the cognitive and emotional effects of internet campaign video-clips and is well experienced in strategic marketing and new media based campaigns)



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The International Colloquium

"Framing the Cinematic Calendar": Grids and Timelines of the Moving Image

As part of every Student Film Festival for the past 16 years, the Department of Film and Television at Tel Aviv University hosts the International Colloquium on Cinema and Television Studies. The 9th Edition's theme was the **cinematic calendar**. Talks dealt with various topics, such as narrative and temporality; affect, time, and the moving image; history and private and collective memories in film and television; the event and the political; documenting time and counterfactual histories; frames and borders between and within media; histories of cinema and visual media; the borders of the frame; programming schedules; animation, movement, and stillness; seasons of the year in the cinema; time warps; and cosmic and human time.

The Tel Aviv International Colloquium offers an opportunity for leading scholars from around the world to meet and study timely themes from a variety of theoretical approaches. Young scholars from abroad come to Israel to present and discuss their work and many students and faculty from academic institutes throughout Israel, particularly from the humanities, social sciences, and the arts, attend the sessions.

The meetings and dialogue in past colloquia have resulted in lasting collaborations, such as visits and seminars by international scholars at Israeli institutes and by Israeli scholars abroad and joint publications initiated at the colloquium, including two volumes of Tel Aviv University's "Assaph" series; a special volume of Wayne State University Press's cinema and media journal "Framework"; and academic collections, such as "Just Images: Ethics and the Cinematic" published in 2011.

This year's lectures included:

1. **Time Warps and Time Exposures: 1979, Fassbinder, and The Third Generation**

Prof. Dr. Thomas Elsaesser / Netherlands

Professor Emeritus at the Department of Media and Culture at the University of Amsterdam

2. **Tubular Vision: The Ins and Outs of Television Studies**

Prof. Lynne Joyrich / United States

Associate Professor at the Modern Culture and Media at Brown University.

3. **"Framing the Anagram: Atom Egoyan's Artaud Double Bill"**

Prof. Carol Jacobs / United States

Professor of German Language and Literature and Birgit Baldwin Professor of Comparative Literature at Yale University.

4. **"The Book as Cinema: Running Captions, Embedded Windows, Layering, and Other**



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Devices in Peter Greenaway's *The Pillow Book*

Prof. Henry Sussman / United States

Visiting Prof. of German Language and Literature at Yale University.

5. **“Film, Time, Memory”**

Prof. Pierre Sorlin / France

Professor of Sociology in Audiovisual Media at University of Paris III.

6. **“Framing the Mass in Cinema: In and Off Screen”**

Prof. Gertrud Koch / Germany

Professor of Film Studies at the Freie Universität.

7. **“Kracauer and Weimar Cinema, 1944-1946**

Prof. Anton Kaes / United States

Professor of Film & Media and Professor of German at the University of California, Berkeley

8. **“Punctual Violence”**

Prof. Philip Rosen / United States

Professor and chair at the Modern Culture and Media at Brown University.

9. **“Indexical Time: Narrativity and the Novelistic in the Longitudinal Documentary”**

Prof. Michael Renov / United States

Professor of Critical Studies and Vice Dean of Academic Affairs in the School of Cinematic Arts, University of Southern California, and Visiting Prof. at Tel Aviv University.

Festival's Productions:

Project – Other Wise - A Short Documentary Series

“Other Wise” is a wide-ranging documentary series of short films created by the students of the Tel Aviv University Film Department. The films focus on Israel’s Fringe Culture, portraying artists or phenomena standing on the outer fringe of Israeli culture. The films document the challenges of working, living & creating on the outskirts of society. The selection of films creates a wide panoramic view of contemporary Fringe Art in Israel 2012.

This year's films follow in the tradition of documenting, interpreting & revealing the inner workings of Israel's multi-faceted society. The aim is to develop & train a new generation of film makers who will be able contribute their personal vision. The creation of the films is a long process of **two years** in which the directors attend a dedicated university class, studying the art of documentary film making, and receiving close tutoring by the Department's teachers and the projects artistic director and producers. 16 films were completed for the project, and were premiered in the Festival in a celebrating event with hundreds of viewers. The project would be screened in Israeli HOT's documentary channel 8 in the following month.

“Other Wise” is the sixth series in the "Social - Documentary project" which is an initiative of the Tel Aviv International Student Film Festival in collaboration with the Tel Aviv University Film & Television Department.

The project is produced by the Tel Aviv University Film & Television Department, in collaboration with HOT's documentary channel 8 and with the support of Rabinowinch Film Fund and Gesher Foundation for cross cultural cinema. The premier screening of this year’s series “Other Wise”, will be at the Tel Aviv cinematheque during the International Student Film Festival in June, 2012. The films will later be broadcast on HOT's channel 8.





THE INTERNATIONAL STUDENT FILM FESTIVAL

"Water" - Israeli-Palestinian Cinematic Project



A second edition of the Israeli-Palestinian joint project, the first being "**Coffee – Between Reality and Imagination**". The Coffee Project was premiered at the 13th International Student Film Festival and then moved on to screen in over 100 festivals around the world. Water Project was screened 3 times during the festival, one of the screenings taking place in "Um El Fahm", an Arabic village in the north of Israel, attracting hundreds of viewers and receiving very good reviews.

Nine directors, Israeli and Palestinian, embarked on a journey to create short films, fiction or documentary, inspired by **Water**. Water symbolizes the source of possibilities, the primal core of all things.

While producing the films, the filmmakers took part in joint meetings with professional cinema, television and theatre experts from both sides, presenting their ideas to one another. Produced in creative freedom and in mixed crews of Palestinians and Israelis, the films reflect a personal, courageous point of view on reality.

The project is an important act of solidarity, and a small window being opened between two neighboring communities of big differences and also common denominator.

Major efforts and emphasis were put on the artistic aspect of the films, making sure the films would be produced in the highest standards, with well written scripts and high end directing.

The Water Project was just chosen to open the 2012 Venice Film Festival "Critics Week", marking its grand quality, as well as its political importance.



The Water Project was produced within the 14th International Student Film Festival, with the support of the Film and Television Department of Tel Aviv University, the generous support of The Ruth and Yoav Gottesman Scholarship Fund, The Yehoshua Rabinovich Foundation for the Arts, The Geshar Multicultural Film Fund The Culture Office of the United States Embassy in Tel Aviv, The French Institute in Tel Aviv- The French Embassy in Israel and the French Consulate in Jerusalem - Cultural cooperation service.



THE
INTERNATIONAL
STUDENT
FILM FESTIVAL

Special Events and Projects:

Festival Opening Clip:

This year's opening clips was a montage of videoclips sent by almost 100 film students from around the world, whose film was accepted to the International Competition.

Each student was asked to answer 5 questions such as – what is your biggest dream, what is your worst nightmare, and Israeli director and editor were editing the final cut of mixing all the received clips.

We believe the opening clip reflects the Festival's most important element – the gathering of hundreds of film students from all around the world in Tel Aviv, for a week of cinematic adventure, joint learning and mutual understanding.

Retrospectives:

The Festival conducted two retrospectives –

Cahiers Du Cinéma Tribute – Hosting the magazine's Deputy Editor Mr. Jean-Philippe Tessé, and film critique Mr Ariel Schweizer, and screening 6 "post - new wave" films:

1. The Mother and the Whore / La maman et la putain (1973) /France - Jean Eustache
2. I Can No Longer Hear the Guitar / J'entends plus la guitare (1991) / France - Philippe Garrel
3. Loulou (1980) / France - Maurice Pialat
4. To Our Love / À nos amours (1983) / France - Maurice Pialat
5. Emergency Kisses / Les baisers de secours (1989) /France - Philippe Garrel
6. India Song (1974) / France - Marguerite Duras

La fémis Tribute – This year we presented a special tribute to one of the most important and appreciated schools in the world of cinema – La fémis, hosting Mrs. Isabelle Pragier, the vice director, and screening a collection of films of school's graduates.